

COMPLAINT NUMBER	17/115
COMPLAINANT	M Hanna
ADVERTISER	The Healing Haven
ADVERTISEMENT	The Healing Haven Digital Marketing
DATE OF MEETING	19 April 2017
OUTCOME	Settled

Advertisement: The Healing Haven Homeopathy website, www.healinghaven.co.nz, advertised the benefits of Homeopathy and the services offered.

The Chair ruled the complaint was Settled.

Complainant, M Hanna, said: The Healing Haven Homeopathic Dispensary website (<http://healinghaven.co.nz/>) contains a large number of unsubstantiated therapeutic claims which are likely to mislead or deceive consumers, and exploits consumers lack of knowledge regarding the lack of evidence for homeopathy.

This violates Principle 2 and Rule 2(a) of the Therapeutic and Health Advertising Code. As such, it also falls short of the high standard of social responsibility required by Principle 1 of the Code.

The following claims made on the website are examples of this:

The system of homeopathy can be used to support both acute health crisis such as accidents and sudden illnesses like influenza as well as chronic, long term conditions. •

A well prescribed remedy may even address issues and symptoms from many years past, helping to heal old wounds

We may help to remove the side effects of medications, vaccinations and drug abuse.

an acute health crisis, homeopathy may work rapidly to restore the body to health. In fact the response can be so marked and immediate, my clients that are new to homeopathy are often converts!

An acute are such crisis as fever, infection, coughs and influenza, burns, food poisoning, dysmenorrhea, childhood diseases and teething.

Physically the effect is that any pain is relieved and the bodys immune system and ability to heal is stimulated.

Under homeopathic treatment an acute may be milder and shorter in duration with less likelihood of secondary complications.

Homeopathy may help to powerfully balance and stimulate organs to work more efficiently and to heal.

There is no robust scientific evidence that homeopathic products can treat any health issue. One of the most rigorous reviews of the literature was conducted by the Australian National Health and Medical Research Council (NHMRC), and published in 2013. The NHMRC concluded:

NHMRC concludes that there are no health conditions for which there is reliable evidence that homeopathy is effective.

Homeopathy should not be used to treat health conditions that are chronic, serious, or could become serious.

The relevant provisions were Therapeutic and Health Advertising Code - Guideline 2(a), Principle 1, Principle 2.

The Chair noted the Complainant's concerns that the Advertiser's website contained unsubstantiated claims about Homeopathy, which were misleading.

The Chair acknowledged the Advertiser had made changes to the website, removing or amending references which were of concern.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in amending the website, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled that the matter was settled.

Chair's Ruling: Complaint **Settled**